



WPTV

ORDER

Print Date 08/21/12

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Flight Dates **08/08/12-08/10/12**Contract / Revision **307249 /**Original Date / Revision
08/07/12 08/08/12Advertiser **Florida Federation for Child**Agency **McLaughlin & Associates**Buying Contact**919 Prince Street
Alexandria, VA 22314**Product**FI Federation for Children**Agency Com 15%Billing Contact**566 South Route 303
Blauvelt, NY 10913**Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate # **352**Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL ISSProduct Codes PLPriority P-1Advertiser RefPrimary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	17	\$17,765.00	\$20,900.00	0.00
Totals	17	\$17,765.00	\$20,900.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/10/12	17	\$17,765.00	\$20,900.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WPTV	08/08/12	08/10/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- 111--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	-- 111--		3		\$1,500.00		0.00					
N 2	WPTV	08/08/12	08/10/12	Today Show/Olympics Today Show/Olympics 7-1	CM	7-10a	--- 11--	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	--- 11--		2		\$2,500.00		0.00					
N 3	WPTV	08/08/12	08/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	-- 111--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00



WPTV

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Contract / Revision **307249** Flight Dates **08/08/12-08/10/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 08/08/12

Order Sep 00:20:00

Advertiser **Florida Federation for Child** Product **FI Federation for Children** Estimate # **352**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	08/08/12	08/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	-- 111 --	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-- 111 --					3	\$800.00		0.00			
N 4	WPTV	08/08/12	08/10/12	M-F 530-6p M-F 530-6p	CM	530-6p	-- 111 --	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-- 111 --					3	\$850.00		0.00			
N 5	WPTV	08/08/12	08/10/12	M-F 6-630p M-F 6-630p	CM	6-630p	-- 111 --	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-- 111 --					3	\$1,200.00		0.00			
N 6	WPTV	08/08/12	08/10/12	M-F 7-730p M-F 7-730p	CM	7-730p	-- 111 --	:30	3	\$950.00	P-2	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-- 111 --					3	\$950.00		0.00			
Totals														17	\$20,900.00